

WE PUKE FUN AT

BUGSY

PRINCE OF TIDES

HOOK



MAD

IND

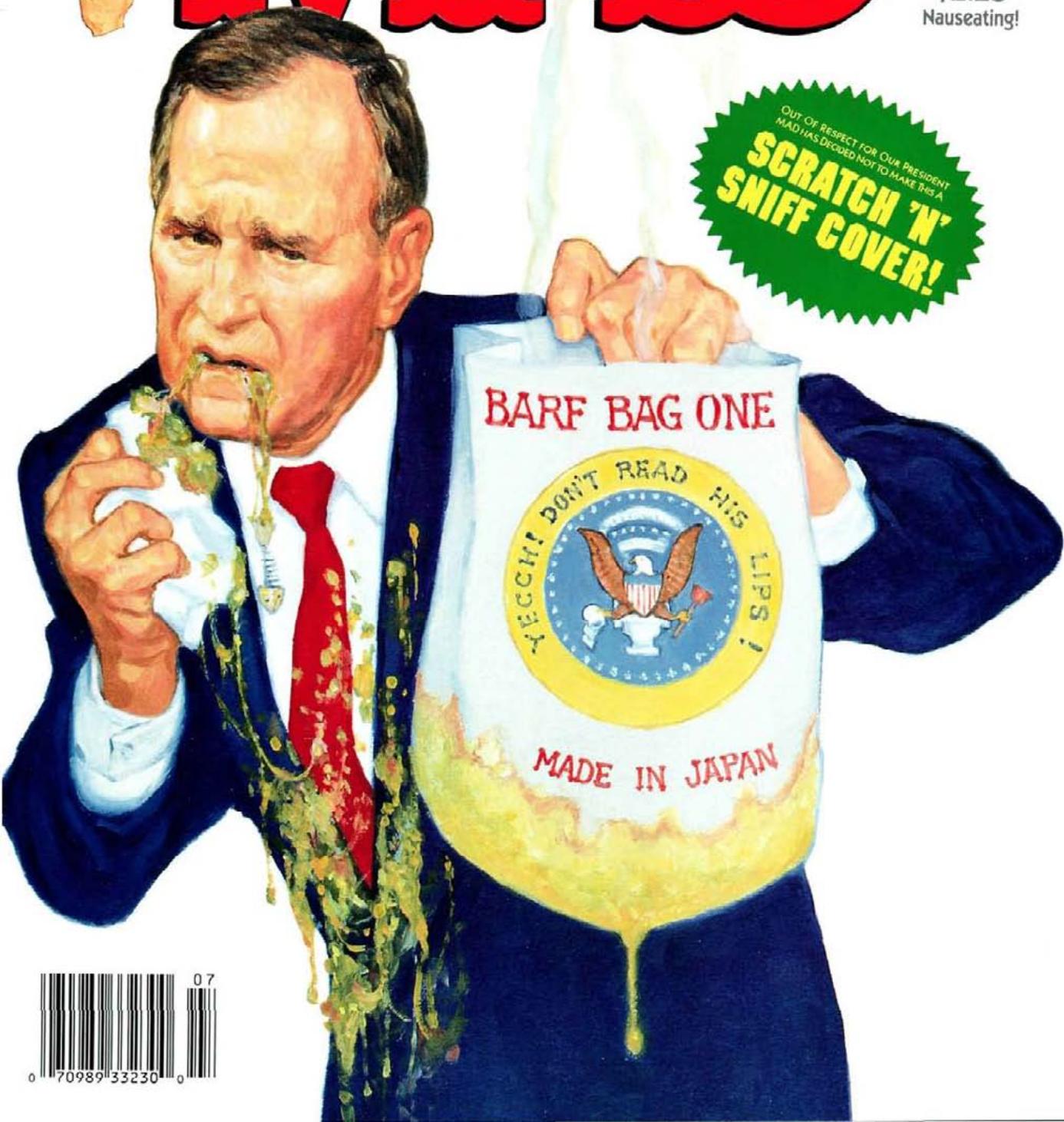
No. 312

July
1992

Our Price

\$2.25

Nauseating!



07



0 70989 33230 0

AN EXCITING NEW SUBSCRIPTION OFFER EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

"An extraordinary opportunity to own the official MAD Pin Collection!"



A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things)!

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

How To Get Your MAD Pin Collection FREE:

485 MADison Avenue



New York, New York 10022

I enclose \$53.75 for a 40-Issue Subscription.
I'll save \$16.25 off newsstand price and get all three
MAD Pins shown above absolutely free!

I enclose \$33.75 for a 24-Issue Subscription.
I'll save \$8.25 off newsstand price and get the official
MAD Logo Pin absolutely free!

I enclose \$13.75 for an 8-Issue Subscription.
I'll save a paltry 25¢ off newsstand price and get to
look at someone else's MAD Pins because you won't
send me any!

CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip _____

Our Pledge: MAD will not sell or give your
name and address to anyone for any reason!

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

USE COUPON OR DUPLICATE

MAD

"Politicians are people who get sworn in and then cursed out!"

—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

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LEONARD BRENNER *art director*

TOM NOZKOWSKI *production*

CHARLIE KADAU, JOE RAIOLA, *associate editors*

DICK DE BARTOLO *creative consultant*

ANNE GAINES *ass't. to the publisher*

ANDREW J. SCHWARTZBERG *editorial assistant*

JULIA HARRISON *winter intern*

JACK ALBERT *lawsuits*

DOROTHY CROUCH *foreign correspondent*

LILLIAN ALFONSO, CLAUDETTE NICHOLS,

FREDDIE MALONEY *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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TATTOO'S COMPANY

You nimrods!! In #310's "A MAD Commentary: Tattoos," you have a picture of a typist's hands with the letters "G" and "H" tattooed on her thumbs. I guess you never took a typing course! The thumbs operate the space bar and the "G" and "H" keys are operated by the index fingers! I hope you used more caution when you hired your secretaries!

Greg Smith
Ballston Lake, NY

Smithy—Use more caution in hiring our secretaries? Of course! At MAD, we always practice "safe sex"!—Ed.

BEN AT WORK

Having just finished Maria Reidelbach's book *Completely MAD*, I am compelled to send you the enclosed—and only 34 years too late! It's something I came up with when I was in Amarillo, Texas in 1958, away from my home in Oakland. This is what I did to poor Lew Burdette of the Milwaukee Braves!

I went on to do some butchering on some other magazines—mainly at *Rolling Stone*, where I was a writer and editor from 1969 into the early 80s. But all that time, I'd get the latest issue of MAD, note with admiration how the "usual gang of idiots" stayed together and, more importantly, stayed funny, and wish that I could be with them, working for a REAL magazine!

Ben Fong-Torres
San Francisco, CA

DELL SPORTS a 3rd major league by 1960! sep. 3

BASEBALL 1958

Rs. 2-35¢

THE SEASON DAY-BY-DAY, PLAY-BY-PLAY

THE TEAMS, THE PLAYERS, THEIR '58 PROSPECTS

10,000 STATISTICS!

© 1987 DELL BOOKS

Lew Burdette?? It looks more like a bad Rocky Colavito to us!—Ed.

DIAL-A-MAD-RIPOFF

Even your own Mom won't know it's you with the

Voice Changer Telephone

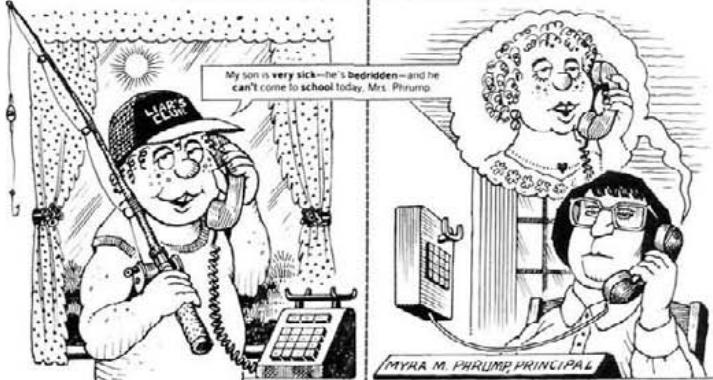
only \$99.95*

**But read this ad for an even better deal!*

The Voice Changer is a "standard" touch-tone telephone featuring last number re-dial, pulse/tone switching and hearing aid capability. But it has another special feature: the ability to disguise your voice so that even your own Mom or your dearest friend won't be able to recognize you. You can pre-set the vocal pitch of your voice to any of 16 different characteristics - male and female. That can be a lot of fun, but it is also a first-line of defense for women or for children who are left home by themselves.



DISGUISE-A-PHONE



One press of a button instantly changes your voice into someone else's. Special fine tuning lets you re-create any voice perfectly. This device is invaluable for making authentic-sounding excuses in business, school and personal relationships.

When an idea appears in MAD and then later appears elsewhere, we call it a MAD ripoff. Look at this portion of a recent ad for a new telephone device, then look at this excerpt from "Future Phone Gimmicks" in the April, '87 MAD. When will we stop calling this phone a MAD ripoff? About the same time the first big royalty check arrives in our mailbox!



TRASH-Y ART

Fans of White Trash (some of whom may themselves be!) no doubt immediately realized that the cover art for the latest White Trash album was done by MAD's own Jack Davis (especially since Jack's signature was in the corner!) Hey, what's next, Dave Berg drawing the new Metallica album cover? We dare them!



CHEST NUT

Regarding the "tattoo" cover of MAD #310...Alfred's nipples appear to be uneven. I hope my noticing is not indicative of some larger problem!

Mike Holmes
Hillsborough, NJ

A problem of Alfred's...or YOURS??!!—Ed.

NEWTON'S FLAW

The article "If Other Historical Eras Had Been As Lawsuit Happy As Ours Is Today" in MAD #309 is helping to perpetuate a myth. One of the cartoons shows Sir Isaac Newton sitting under a tree with an apple falling on his head.

After the publication of Newton's *Philosophiae Naturalis Principia Mathematica* in 1687, another English physicist, Robert Hooke, expected due credit for having anticipated the inverse square law of force. Newton, wanting to ensure his own priority in the discovery of the law of universal gravitation, invented the story that he had tested the motion of the moon not at the time of the writing of the *Principia*, but twenty years earlier, in the 1660s! Newton also circulated the story that he had been set in this chain of reasoning by having observed a falling apple.

So, if anything, Hooke would have sued Newton for patent infringement!

Dario Castellanos
Professor of Mathematics
Universidad de Carabobo
Valencia, Venezuela

Thanks for your intelligent (albeit long-winded, borderline pompous and exquisitely dull) letter! You know, if there's one thing we at MAD have learned over the years, it's that history repeats itself. In fact, we're willing to bet the form that like Newton, you've taken some fruit upside your head too—perhaps a watermelon to the medulla, or a casaba to the cranium!—Ed.

MORON MAIL

If home is where the heart is, does that mean the lungs are in the garage?

Kevin Robinson
Somewhere in America

Yes, and you don't want to know what's in the septic tank!—Ed.

MORE MORON MAIL

I'd like you guys to do something for me. The next time you drink orange juice, look at the pulp. Does it not look exactly like baby shrimp legs?

Susan Stagg
Huntsville, AL

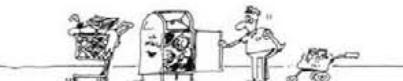
Ms. Stagger—Baby "Shrimp Legs" O'Toole just happens to have been one of the finest midget wrestlers ever to grace the squared circle! His 1954 championship match against Stumpy Wilkins is legendary, as was his tumultuous 10-year marriage to June Lockhart! We don't think it's proper to denigrate the Old Shrimpster or ANY professional midget wrestler on the MAD letters page. Shame on you!—Ed.

PIZZA SHUT

While conducting a routine food inspection at a pizza parlor, I observed a MAD magazine on a shelf in the kitchen. Needless to say, I immediately closed the facility, due to the kinds of vermin MAD attracts!

Chris McCormick
Warren County Health Dept.
Washington, NJ

Notice: All MAD employees must wash hands after reading Chris McCormick's letter!
—William Gaines



Joseph Valenti of Pittsford, NY sent us this absolutely lovely photo of himself spending a quiet evening at home. The place looks great, Joe, but we have just one question: Where'd you get that crappy wallpaper?

PLANE NONSENSE

Thought you'd enjoy this picture titled "Terror in the Skies." The other Midway Airlines passengers ran to the back of the plane when Burris Plummer and Judy and Sam Schwartz pulled out their favorite reading material! The flight attendant, Jo, even inflated her lifejacket expecting to jump!

Meryl Plummer
Pennsauken, NJ



Meryl—Actually, we encourage people to read MAD at 50,000 feet—because there's always a barfbag within arm's reach! But when flying, remember: MAD cannot be used as a flotation device!—Ed.

MAD HELPS WIN DEBATE

The article "If Blondie Entered the Real Workplace" (MAD #310) was really good! We had a debate in school called "The Demands of a Working Woman Far Exceeds Those of a Working Man" in which we used your article as one of our examples. We won, which was really good because there was this schmuck on the other team!

Lynn Yeo
Joan Rozario
Grace Gwee
Singapore

We'll pass along your praise to the article's artist, Angelo Torres, who, coincidentally, used to be a woman, but found it much too demanding!—Ed.

A THOUSAND POINTS OF BLIGHT

I have collected your magazines for the last two years now. I have enjoyed every single one and they have been hilarious. My last purchase was MAD Collector's Series #3. I was very disturbed about the postcard "MAD Salutes George Bush, The #1 Environmental President" on page 32. That postcard was obscene and uncalled for. My parents will not let me purchase another one of your magazines until this postcard is apologized for.

Patrick Thomas
South Jordan, UT

Regarding the environment, we think it's George Bush who owes the American people an apology! Besides, you were holding the postcard the wrong way! The finger was actually pointing down!—Ed.

Please Address All Correspondence To:
MAD, Dept. 312, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Bill and Anne on their 5th Anniversary!

Here's a great idea: Take the life of a notorious gangster and bring it to the screen starring a smooth, Hollywood actor. Great idea? NOT! Maybe we're just sick of mob movies that turn killers into loveable good guys. Maybe we're just sick of Warren Beatty. Or maybe we're just sick from the jumbo popcorn and Goobers we ate while watching it! But whatever the reason, when we left this movie, we were feeling a touch off...a bit nauseous...a bit lightheaded...a bit queasy...a bit...

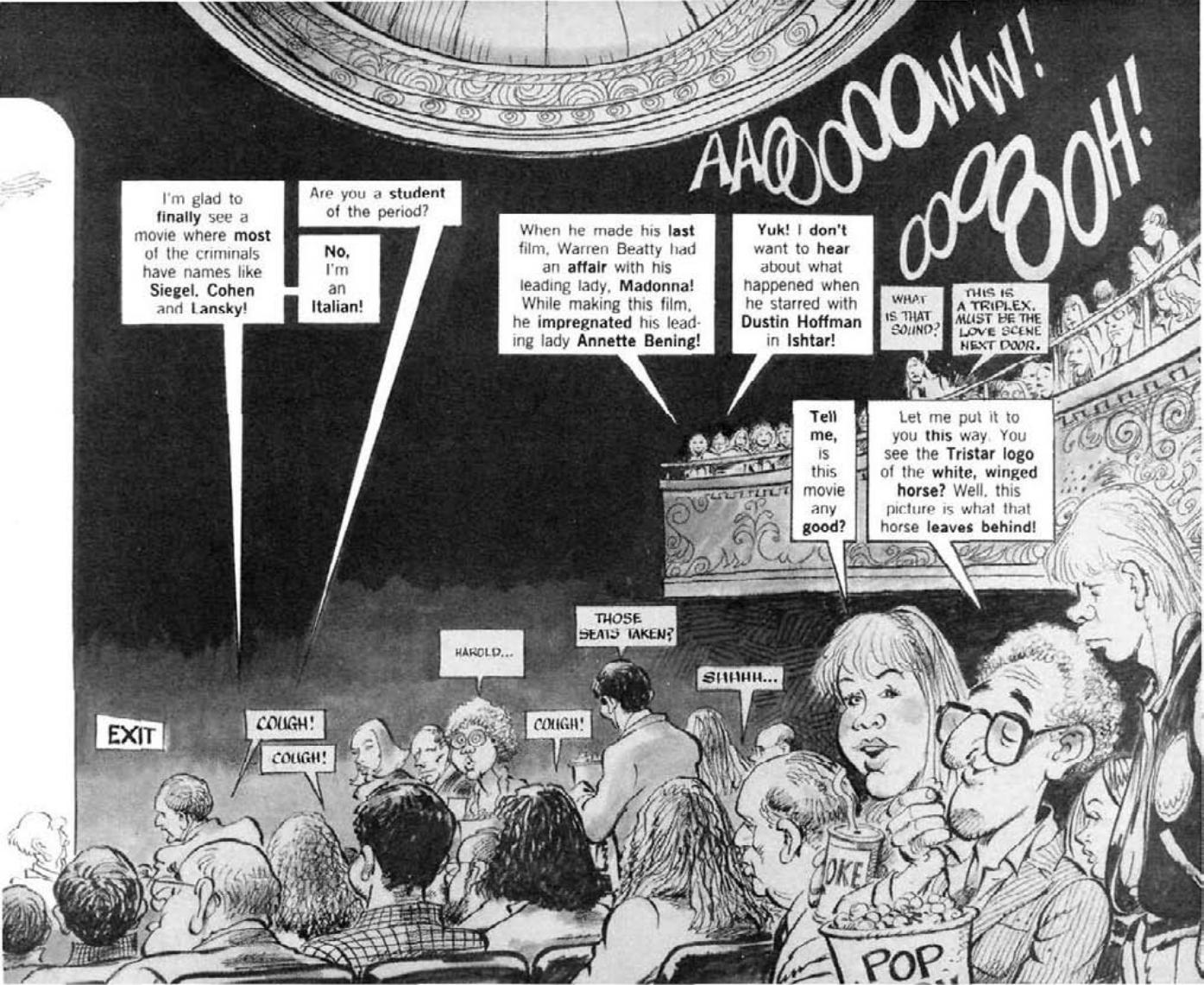


BUGGY



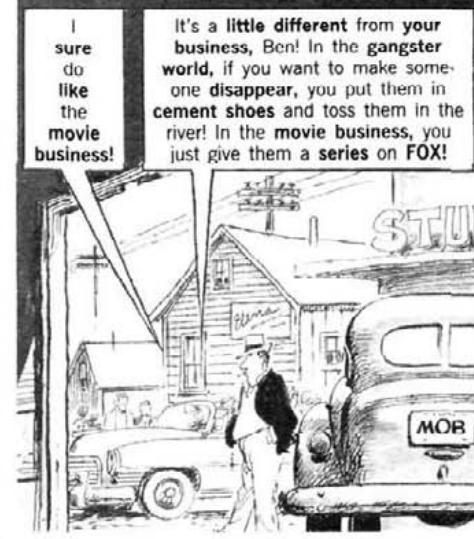
ARTIST: MORT DRUCKER





WRITER: STAN HART









THE PERNICIOUS PRISON PLIGHT



The Mad Fast Employees Hate

ARTIST: AL JAFFEE

DON'T YOU HATE ...



...managers who lay down
the most cockamamie rules?

DON'T YOU HATE ...



...having to be polite to your worst enemy?

DON'T YOU HATE ...



...seeing the company blow its profits on new stores
instead of better wages and benefits for its employees?

DON'T YOU HATE ...



...rude customers who misinterpret coupons and blame you?

Food e Book

WRITER: MIKE BIRTCHE

DON'T YOU HATE ...



...coming home smelling like your job?

DON'T YOU HATE ...



...running low on change, then getting hit with ten \$20 bills in a row?

DON'T YOU HATE ...



...“creative” slobs?

DON'T YOU HATE ...



...“Help Wanted” signs that make fast-food work look like a great career?

Ever notice two ads in different parts of the same newspaper that seem to contra-

CONFICTING ADS

Florida!!

only \$49 each way!

Let our experienced pilots
and efficient flight crews
safely jet you off to the
sunny south!

CALL **TURBULENT AIR** TODAY!

WANT TO BE A PILOT?

It's never been easier!
We have immediate openings!
We also need flight crews,
stewardesses, baggage handlers
and reservationists!

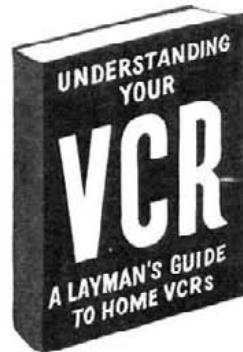
Absolutely no previous
experience necessary!

CALL **TURBULENT AIR TODAY!**

Move into the next generation of VCRs with
PANIC-SONIC'S
SIX-HEAD, ON-SCREEN PROGRAMMING
SUPERSTEREO MODEL 1000.



It's never been easier to program
or operate! On-screen menus take you through every step
...43-function remote control puts everything at your
fingertips!



This 400-page book takes
you step-by-step through
every complex function.
Sample chapters:

- Twenty Steps to Using
"On-Screen Programming"
- Why Those Multi-
Function Remote
Controls Make You Lose
Control

SPECIAL BONUS:
Understanding the
difficult, Ultra-Sophisticated
Panic-Sonic 1000!

IT'S A HISTORICAL FACT! THERE'S NO SAFER INVESTMENT
THAN REAL ESTATE!!



**THAT'S WHY YOU
SHOULD INVEST IN SHADY ACRES!**

A dream home for under \$100,000 that will only increase in value!

We only built 10,000 units and they're going fast! Just a few are left—but
they're the best of the lot!

Buy two—one to live in, and one for an investment!

MUST SELL!

Shady Acres home.
Paid \$100,000, will sell
for \$50,000 or best
offer! Present owner
allergic to mildew and
vermin.

FORCED TO MOVE!

I must sacrifice my Shady
Acres home. Paid \$120,000.
Will accept best offer over
\$40,000. My company is
moving seven blocks away,
so I must relocate!

dict each other? Take a closer look at these gems from the MAD collection of...

**THAT REALLY
MAKE YOU**

WONDER

Why endure the hassle of public transportation?



Drive the safe, reliable and comfortable

1991 ACCURATE

Just \$5,000 down and 42 easy monthly payments of \$499!

Get Into the Driver's Seat Today!

ATTENTION • ATTENTION RECALL NOTICE

Due to a design and manufacturing error, and in response to a class action suit, a recall notice has been issued for the following automobile:

1991 ACCURATE

When driven at speeds in excess of 10 mph, the transmission will rip through the floorboard and the vehicle will flip on its side. If you own one of these cars, return it to your dealer immediately, but whatever you do,

Do Not Get Into the Driver's Seat!

Join the "plastic" society!

Get Your Very Own
CREDIT CARD!!

Charge FOOD, HOTELS,
and AIRLINE TICKETS! Masterfraud, American Excess,
all others!

Call toll free 1-800-Charge

Mulcard Marketing, Inc.



UP TO YOUR NECK IN DEBT?

Are Credit Card Companies
hounding you day & night?

Isn't it time to declare
bankruptcy?

Get the Chic Glitz
Bankruptcy Kit!

**CHIC GLITZ IS
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Call 1-800-RUINED now!



Vacations need not cost a bundle ...
Just visit your local

PUBLIC PARK!



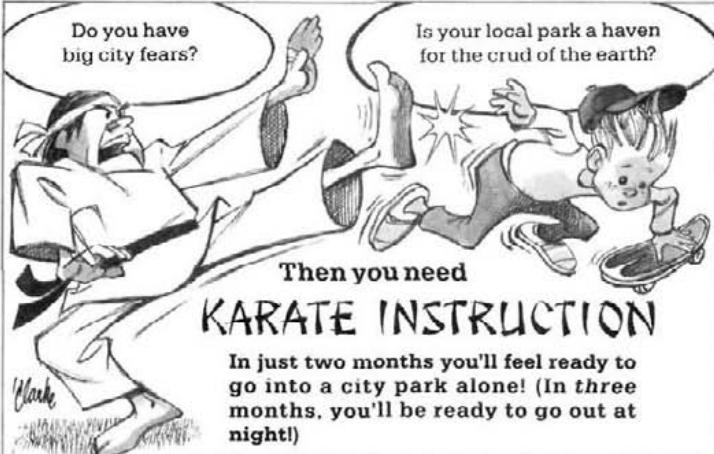
Jog, sit, bird watch, sunbathe, read ...
All for free!

A PUBLIC SERVICE MESSAGE FROM
YOUR PARKS DEPARTMENT

ARTIST: BOB CLARKE

WRITER: DICK DEBARTOLO

Do you have
big city fears?



Then you need
KARATE INSTRUCTION

In just two months you'll feel ready to
go into a city park alone! (In three
months, you'll be ready to go out at
night!)

call MUCH HARM KARATE INSTITUTE 555-2121

Remember the time you played Red Rover with your friends and you got ready to run and break through their locked arms? Remember your surprise when instead your so-called "friends" held

RULES FOR GAMES THE W

BATTLESHIP (for 2-year-olds)



1. Steal game from underneath your brother's bed.



2. Swallow all of the little plastic ships.



3. Go to the hospital to have your stomach pumped.



4. Add up points for each ship the doctor recovers from your stomach.

5. If you get 10 or more points, you win!

ARTIST: JACK DAVIS

SCRABBLE (for 8 to 14-year-olds)



1. Make sure that all parents and adults are a safe distance away from the board.



2. Each player grabs a handful of letters.



3. All players take turns trying to spell the most obscene, profane and foul words they can think of.

4. Award extra points for dirty words with more than four letters and for medical terms.

you down and ran off with your shorts? You fool! Games NEVER stick to regulation play! To prepare you for those unexpected developments (sorry, we can't retrieve your shorts), MAD presents...

WHY THEY'RE REALLY PLAYED



TRIVIAL PURSUIT (for 60-year-olds)



1. Play the game normally until a question comes up about MTV, Nintendo, or Madonna.

2. Stop the game and start talking about the good old days before there was any such thing as MTV, Nintendo or Madonna.

3. Eat a big bowl of fiber and go to bed early.

WRITER: MICHAEL GOODWIN

FOOTBALL (for 7 to 10-year-olds)



1. Begin playing in a friendly manner.

2. Continue until one team outscores the other by 50 points.

3. If you are the losing team, begin to play dirty.

4. When a fight breaks out, erase the score.

5. The team with the least amount of players to run home crying wins!

DODGEBALL (for 8 to 13-year-olds)



1. Have all the popular kids form a circle around all the unpopular kids.

2. Peg all the girls first to get them out of the way.

3. Use the inflatable rubber ball until there is only one boy left in the middle.

5. When the boy quits, or is knocked unconscious, everyone in the circle wins!

4. If he is too fast to be hit with the ball, see if he can dodge sticks and rocks.

HIDE AND SEEK (for 40-year-olds playing with 3-year-olds)



1. Explain the rules to your annoying, hyperactive 3-year-old nephew.

2. Tell him to go hide and not come out till you find him.

3. Go sit in your favorite easy chair and enjoy the silence.

4. Occasionally yell out, "I'm going to get you!" so the little brat stays hidden.

5. Continue using these rules until his mother finally comes to pick him up.

Yes, I am who you think I am, **Barbra Strident**, but no, I **don't sing** in this **movie!** A lot of you think I **don't act** in it, either, but frankly, I don't care what you think as long as the **director** thinks I'm **great** playing the part of the shrink, **Dr. Low-esteem!** Oh, by the way, I'm the **director** of the film! Hah!

Yes, I am who you think I am, **Nick Nutty!** In this tale of a Southern family, complete with flashbacks, we get to see how **screwed up parents** were able to **screw up their kids** so they could carry on the family **tradition as screwed up adults!** In other words, your typical sitcom! As **Timid**, I do more than my usual share of **ranting and raving!** From now on, call me...

PRINCE OF TIRADES

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

I'm **Liar Bingo**, the **mother!** I spend most of my time **protecting** my three kids from their mean, short-tempered, **sadistic father!** Now if only my poor children had someone to protect them from me, a lying, conniving mother!

I'm **Timid**, the **younger son!** Trying to grow up on this **secluded island** is **difficult!** Not only are my parents overbearing, but at **high tide** our **basement** is totally **underwater**, and that's where I **sleep!**



I'm **Bananas!** To escape the harsh reality of our terrible **family life**, I write **psychologically revealing poems!**

Here's **one** I wrote today...
To be, or not to be is my question,
I wish I had an answer!

I'm tired of doo-doo falling on me
From **Donner** and **Blitzen** and **Prancer!**

I'm **Hurt-Ya Bingo**, the **father!**

I'll tell you what the **real problem** is with this family—
everyone **covers up** their true
feelings! Except for **me!**
I always **express** what I **feel!**
I can't help it if the **only**
thing I ever **feel** is **violent!**

I'm **Loco**, the **older brother!** We three kids have a **ritual** when the **emotional pain** gets to be too much—we **hold hands** and **jump into the water!** Sometimes the **lake**, sometimes the **swimming pool**, sometimes the **toilet bowl!** I know that sounds **gross**, but without that **training** **Timid** and **Bananas** wouldn't have been able to **survive** in **New York City!**





Sullen,
what
are
you
doing
in
this
flashback?

This isn't a
flashback,
jerk!
You're
back home
in the
present!

Oh, that explains
who that creep
in the shower
is! It's the guy
you're having
an affair with!

Right! Isn't he **cute**?
Listen, why don't
you go back to **New
York City** and ask
your **sex-starved**
shrink to have
an affair with **you**?

I'm afraid of
her answer!
It'll either
be another
question or
another one
of her old
hit songs!

Low-esteem, you really
impressed me when
you rattled off all
that French to the
waiter! There's only
one thing that turns
me on more than
hearing a woman
order food in French!

Really. Timid? I'm **dying**
to hear what that is!

Hearing a woman order
in French in a **French**
restaurant! This is a
Chinese restaurant!
God knows what kind of
mess they'll bring us!





Okay, so you've finally realized that you'll never have the speed of Carl Lewis, the fetching grin of l'il Mary Lou Retton, or the thighs of Katarina Witt. Well buck up and put that gun down: if the only mark you've ever made on the world is a dent in the cushions of your sectional sofa, then you're a potential gold medal winner in ...

The Couch Potato Olympics

ARTIST AND WRITER: PAUL PETER PORGES

Freestyle Figure Loafing



The TV-Bathroom-Fridge Triathlon



The 12-oz. Can Six-Pack Toss



Mixed Doubles Nacho-Pretzel- Chip Relays



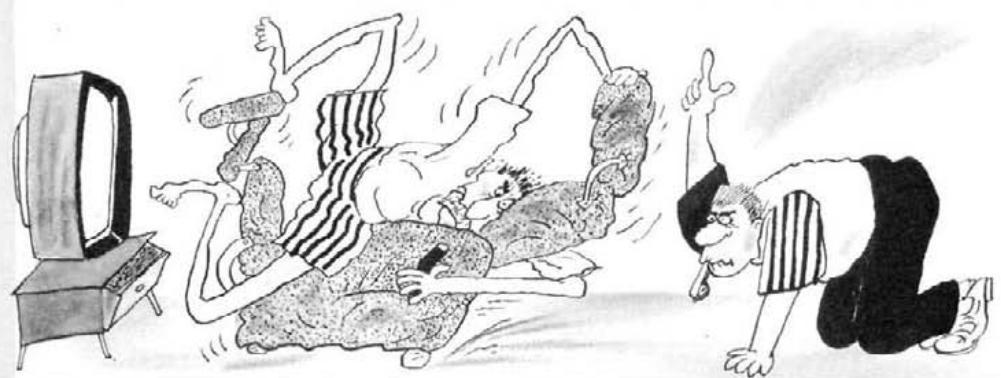
Popcorn Basketball



Marathon Channel Clicking



Lounge Chair Wrestling (Middleweight Division)



*Political Correctness is the order of the day,
So be very, very careful with the words you write and say;
The PC spies are watching, and they've got a lot of clout,
And should you make the slightest goof, they'll surely find you out;*

*They'll brand you as a bigot and attack you in the press;
They'll scream that you're "insensitive" and make your life a mess;
Mad hopes these verses help you with the words that you select
So that you're learning...*

HOW TO BE

POLITIC'LLY CORRECT

ARTIST: PAUL COKER

WRITER: FRANK JACOBS

Don't call that schlub "a fatty;"



for it's simply not allowed;

He's now "physic'ly expansive" or "nutriti'ly endowed;"



That clod repeating seventh grade?



He's not a knucklehead;

"Scholastic'ly persistent" is the phrase to use instead;



Don't talk of "dwarfs" or "midgets"



both are terms you should revise;

Today they're known as "persons of a nonexcessive size;"

You'll find you're not offending any group or race or sect

As long as what you're saying is Politic'ly Correct.

Our nation has no "Indians"

in case you haven't heard.

"Indigenous Americans" is now the term preferred;

 Don't call that drifter "homeless" that's the no-no of the year;

He's "a worker in transition" or "an urban pioneer"

 Don't call that guy in women's clothes a weirdo or a freak;

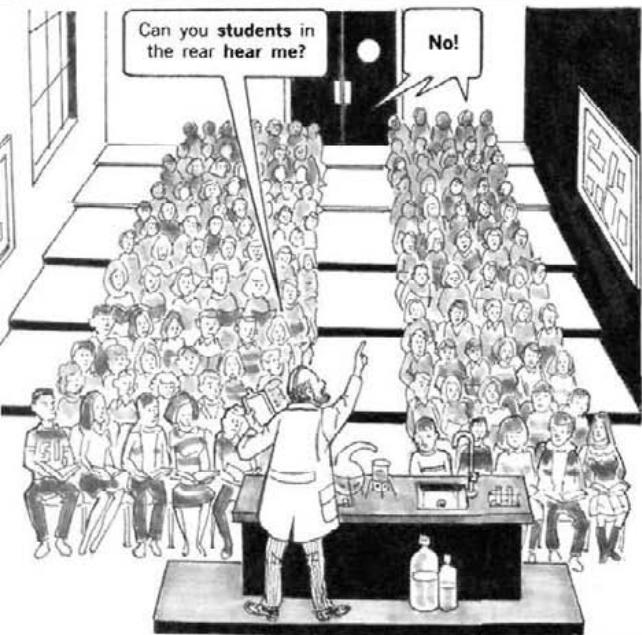
He's "a fashion nonconformist with a life-style that's unique."

No lack of sensitivity will anyone detect

As long as ev'ry comment is Politic'ly Correct.

To psychopathic killers nicer labels we're now giving;
 They're "gentlemen who specialize in terminating living;"
 he might think you were unkind;
Don't call that creep a "rapist"
He's "a sexual crusader" who's "assertively inclined;"
 As for all those scuzzy pushers hooking kids throughout the land,
They're now "inner-city merchants with a product in demand;"
So make certain that you're careful with the words that you select
And we guarantee you'll always be Politic'ly Correct.

LECTURES



BERG'S-EYE VIEW DEPT.

THE LIGHT

TEENAGERS



MOOD



Look at the full moon glowing through our rapidly dissolving ozone layer and forming the deadly greenhouse effect...



Look at the trees, still damp with the gentle mist of acid rain...



Oh, Joe, you're such an incurable romantic!



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

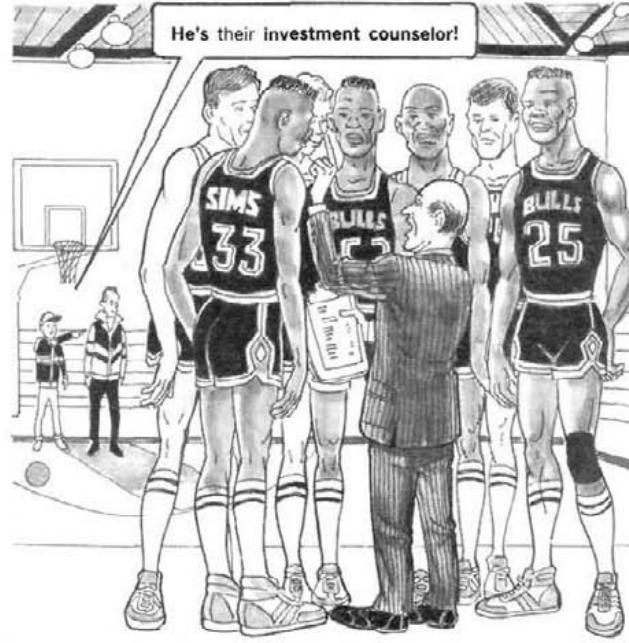
MODERN ATHLETES

Look at the way those players hang onto every word their coach is saying!

He's not the coach!



He's their investment counselor!



IMAGE



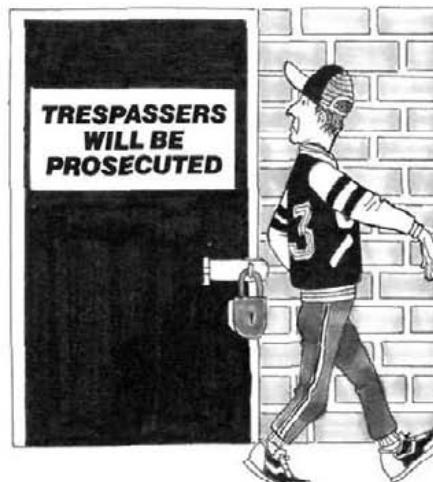
COPS



THE ECONOMY



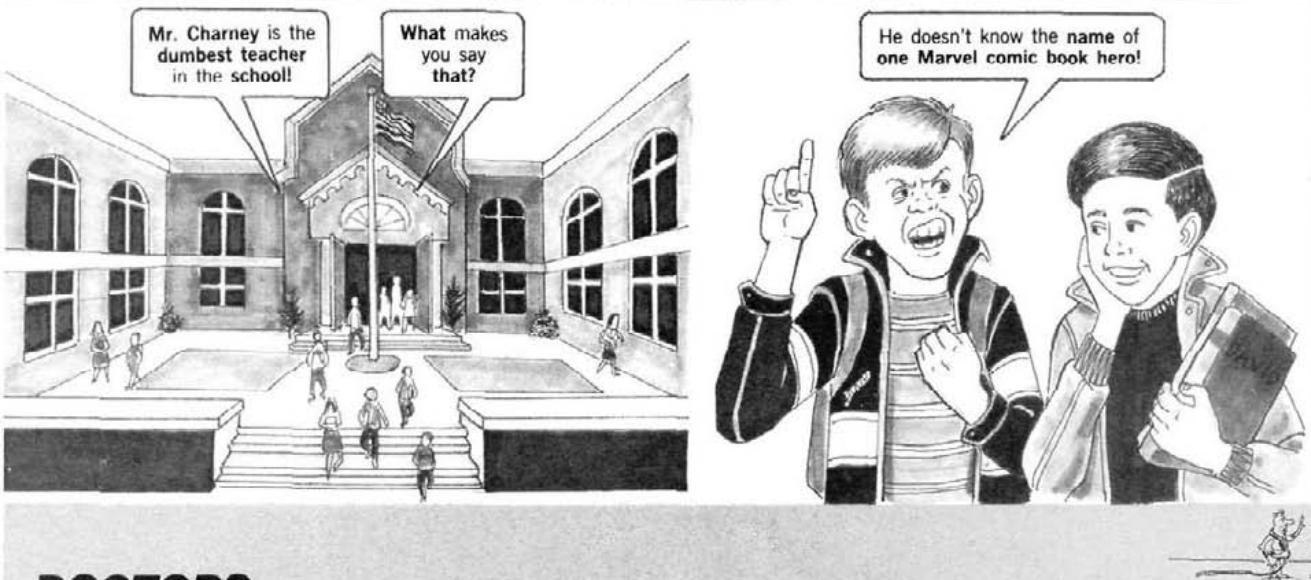
SIGNS



THE OFFICE



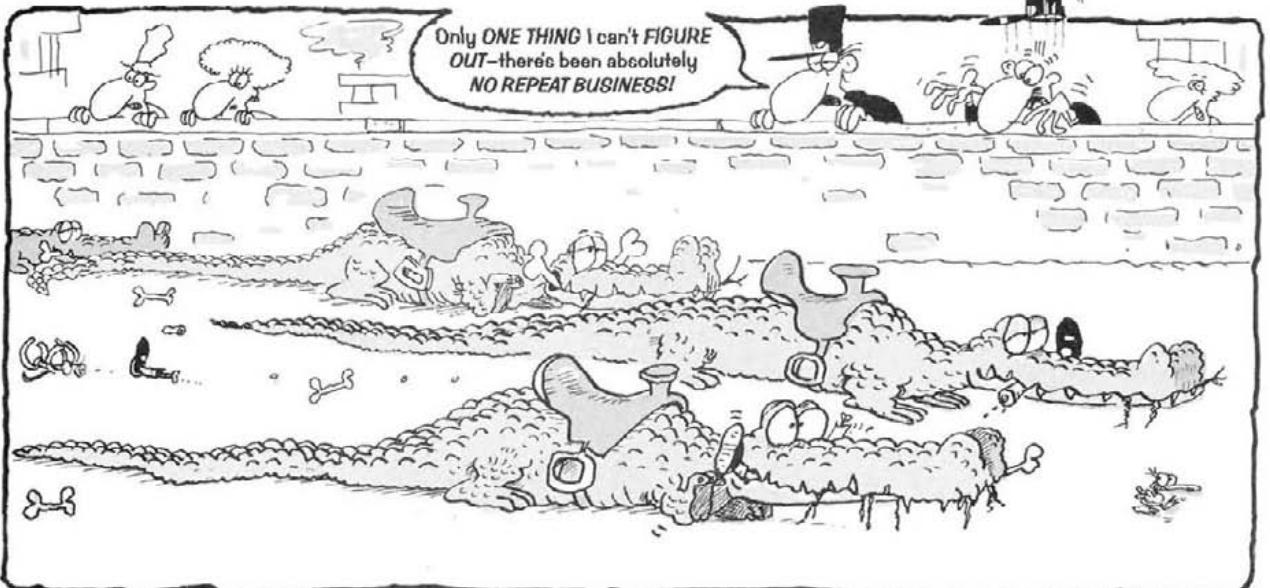
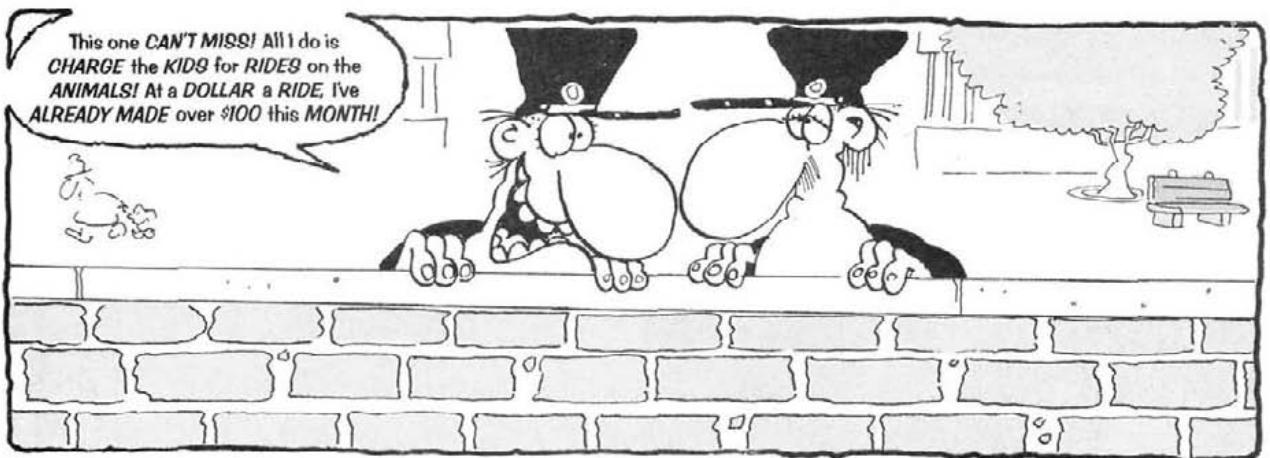
RESPECT



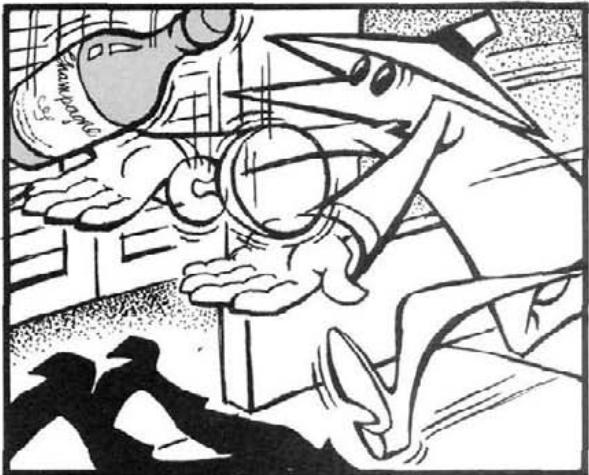
DOCTORS



THE MISGUIDED MENAGERIE MONEYMAKER



SPY vs SPY



AS THE CHARADE PASSES BY DEPT.

As you all know by now, living in America in the last decade of the 20th Century means being constantly jerked around, misled and lied to by everyone from politicians to phone solicitors, show-biz celebrities to ad agencies, even people you live and work with! Sometimes the lies and deceptions we're barraged with are clever! But most of the time, they're so clumsy, awkward and easy-to-see-through, we really have to just sit back and wonder...

IS



...the Oil Industry's explanation of why it takes gas prices weeks to come down but only seconds to go up!?



...tardy employees with "car trouble" the morning after a Monday Night Football game that went into overtime!?

ANYONE

ARTIST: JOHN POUND

WRITER: MIKE SNIDER



...Hollywood has-beens who haven't been seen in years telling *Entertainment Tonight* that they're "weighing offers"!?



...the "Great for Christmas" sticker slapped on otherwise-useless and crummy products during the holiday season!?

FOOLED BY...



...those staged press conference "feuds" before every Heavyweight Championship fight?!



...car salesmen who say "You're really taking advantage of me"?

IS ANYONE FO



...Congressional "Ethics Committees"?



...those carefully-orchestrated Dan Quayle appearances that try to give the impression that he's not a moron?

IS ANYONE



...a TV announcer saying "More to come after these brief messages"—28 minutes into a half hour show?!



...landlords who say they're "not like other landlords" when it comes to refunding your Security Deposit?



... a new TV Talk Show that promises not to be another *Tonight Show* clone?!



... the annual I.R.S. pronouncement that the new tax forms have been "simplified"!?

DOLED BY...



... the four losers in every Academy Award category who say they're "thrilled just to have been nominated"!?



... "personalized" junk mail!?

FOOLED BY...



... McDonalds' latest claim that taking 2% of the fat out of their burgers makes them "health food"!?



... "Get-rich-quick" gurus who peddle their "secrets" instead of using these secrets to get richer themselves!?

Driver's side airbags are hot news in Detroit, as all the major automobile manufacturers scramble to build them into their latest car models. Experts predict that every car in the U.S. will be

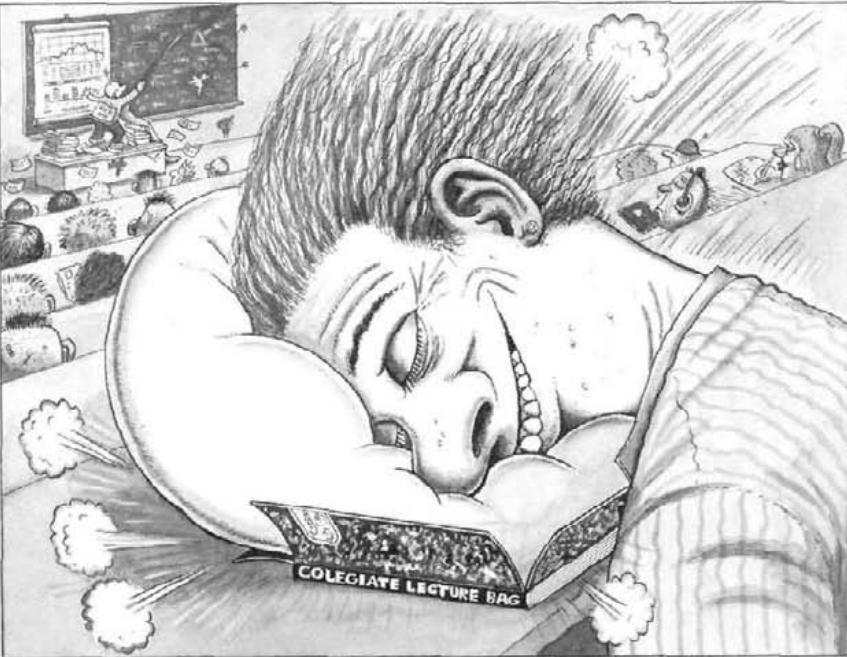
AIRBAG SAFETY DEVICE

ARTIST: TOM BUNK

SNOOZE-O-MATIC COLLEGIATE LECTUREBAG

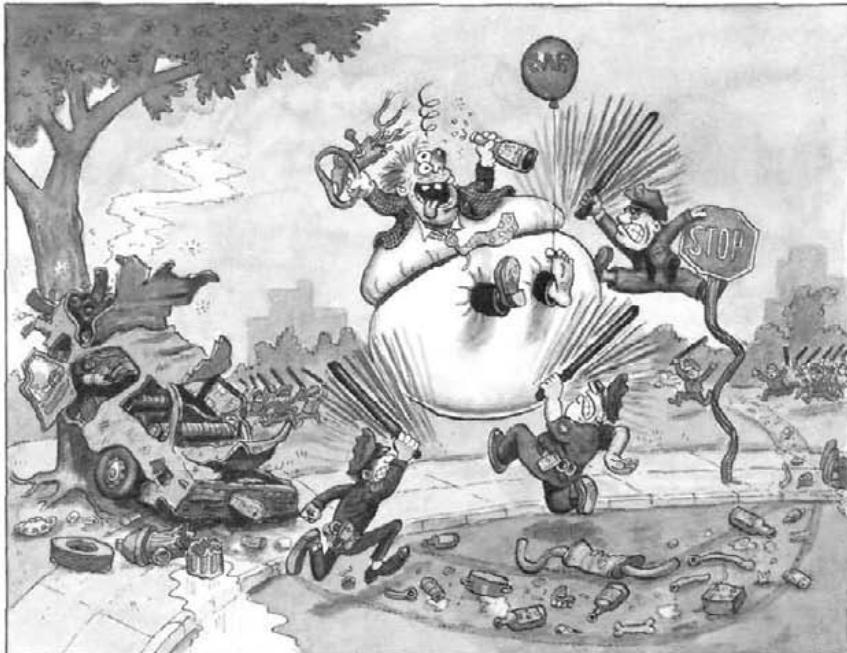


College students, avoid head injury during boring lectures! The pillow-soft COLLEGIATE LECTUREBAG prevents snooze-induced collisions between your head and the desk. Handy notebook-sized device saves tuition-burdened parents thousands of dollars in maxillofacial surgery bills for their sons and daughters. Terrific for high school students, too!



POLICE BRUTALITY SUITBAG

Got a face the cops don't like? This high-tech suit is covered from head to toe with nervous-energy sensors that trigger a layer of mini-airbags at the slightest provocation from peace officers with a bad attitude. You'll be able to drive around even the most affluent of neighborhoods without fear of being pulled over! It's great looking and night-stick tested for optimum protection!



equipped with airbags in a few years. So why stop there? If airbags are that great, why limit their use to colliding deathmobiles? Why not market them where they can do some real good! As in MAD's....



S FOR EVERYDAY LIVING

WRITER: MATTHEW T. SMITH

BASEBALL FANBAG

Box seat baseball fans can now heckle muscle-bound ballplayers without fear of reprisal—thanks to the **BASEBALL FANBAG**! Vest-mounted assembly automatically deflects balls, bats, even wild punches thrown by enraged prima donnas! Riot-proven design worn for years by European soccer fans—available for the first time in the US! Team colors could be available.



DIETMASTER WAISTBAG



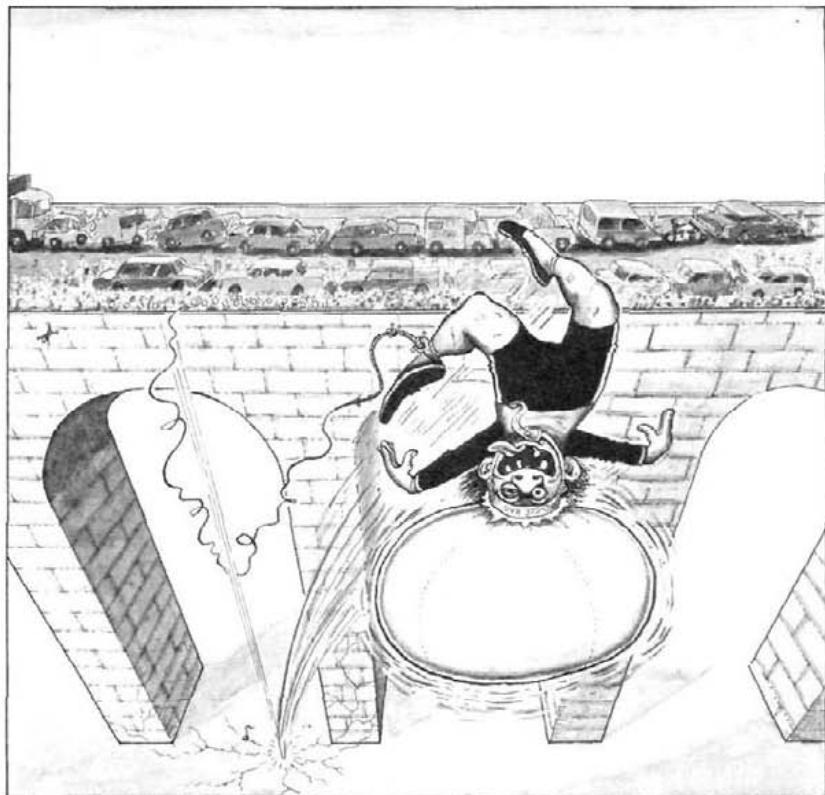
Are you overweight? Do you often skeletonize a Butterball turkey in one sitting? Electronic probes in the **DIETMASTER** belt track your meal-time calorie intake, detonating the **WAISTBAG** mechanism if you exceed your pre-programmed limit. Before that next diet-busting bite reaches your mouth, WHAM!—you're propelled away from the table; plus the inflated airbag gives you a sobering preview of what your waistline might very well look like otherwise!



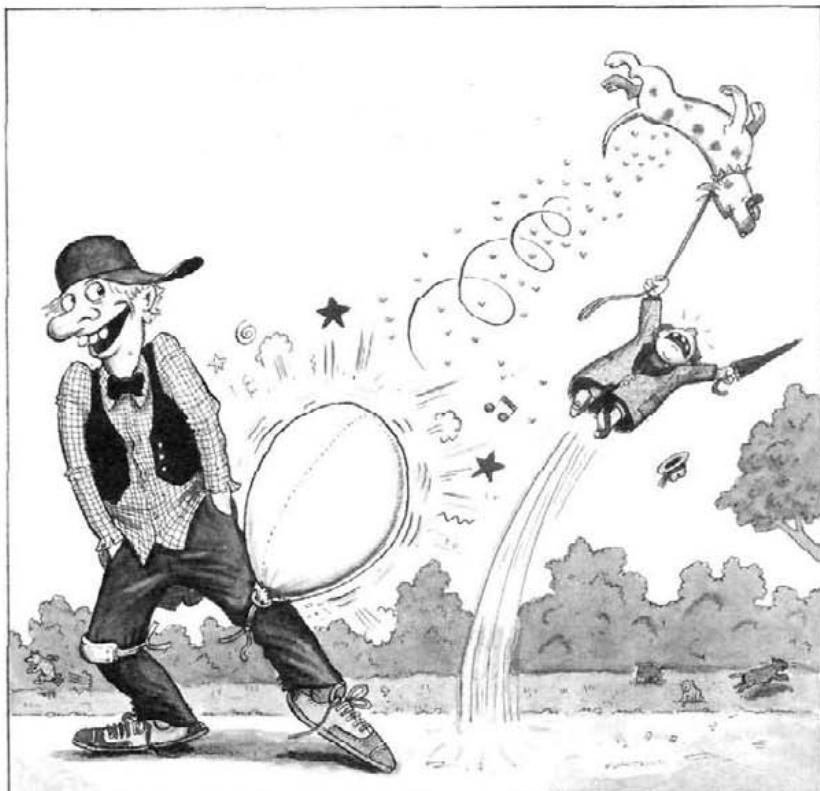
T. BUNK

BUNGEEBAG HELMET

Frayed or incorrectly measured bungee cords can turn a leap of faith into a dive of death. That's why bungee jumpers the world over need the BUNGEEBAG! BUNGEEBAG's solid state altimeter triggers its self-contained airbag within seconds of impact with the ground, giving unsurpassed head and neck protection. It's also great for victims of airline crashes!

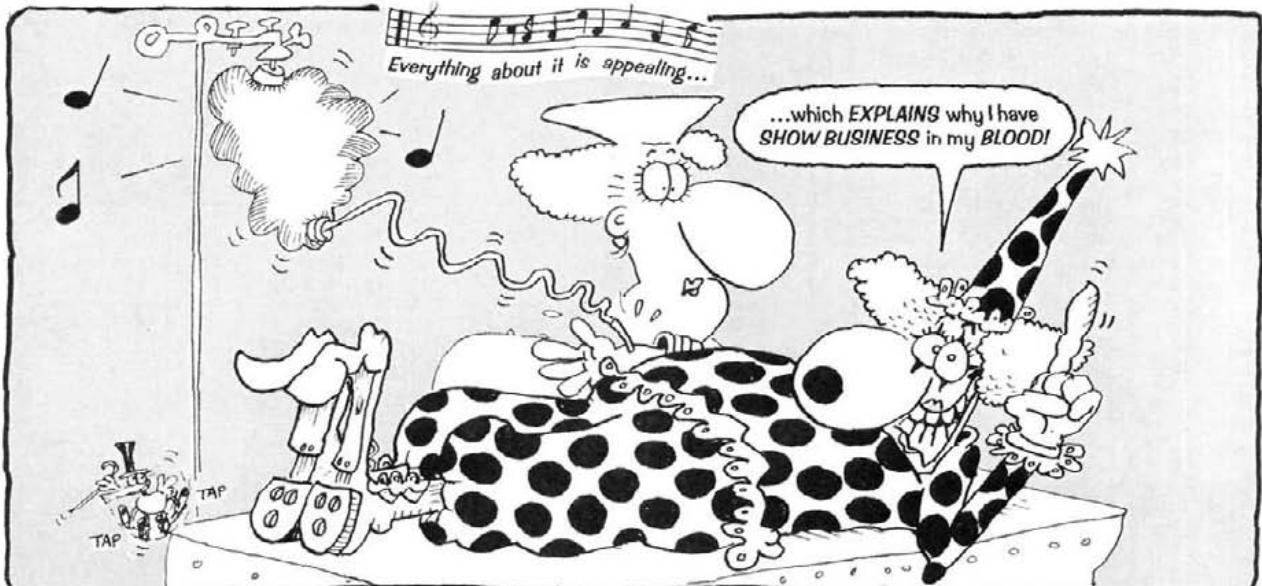
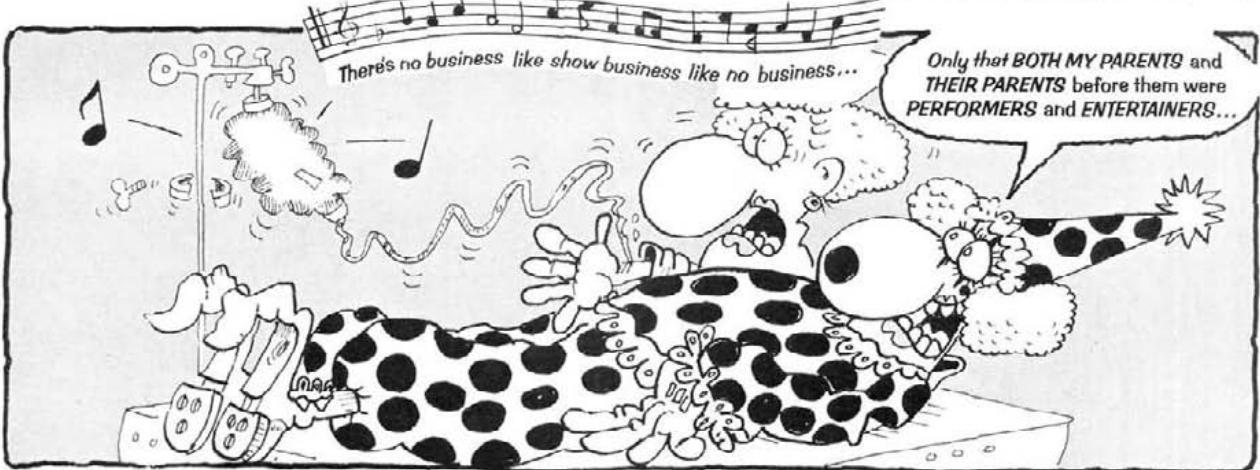


HORNY-POOCH LEGBAG SET



Avoid embarrassment and ruined trousers! Worn over both knees, the HORNY-POOCH LEGBAG SET triggers on first contact with overly amorous "Oh, he's just being friendly..." male dogs. And the scare Fido gets in the process might make him think twice next time he's feeling hot and nasty! Non-toxic liner is hypo-allergenic, and it's washable, too!

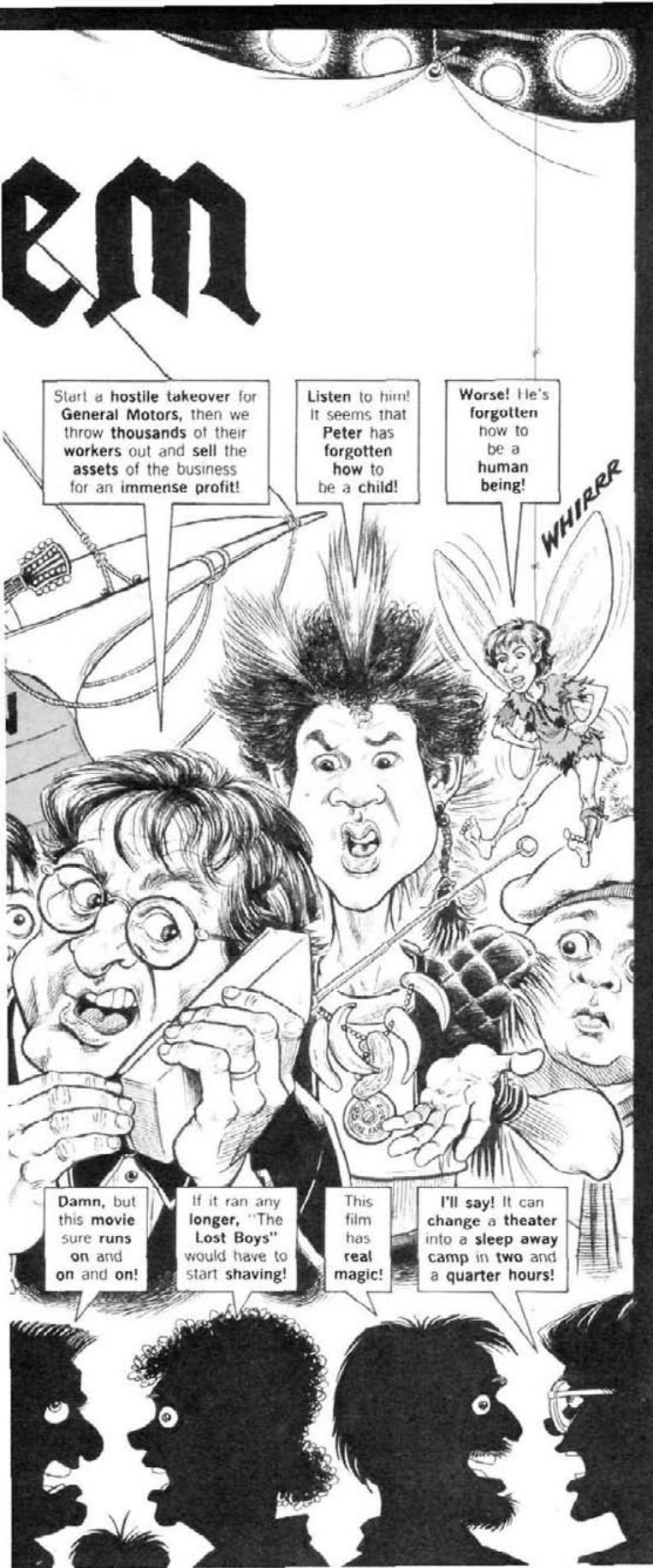
THE JERKY JESTER'S JUSTIFICATION



Put three of Hollywood's biggest stars in a movie based on a beloved classic and directed by one of the world's top directors and what do you get? Disappointed, that's what! This film is so cutesy it makes audiences barf in their popcorn cartons! In other words, it failed to...

HOOK'





ARTIST: SAM VIVIANO

WRITER: STAN HART







Why
did
you
kill
me,
Captain
Shnook?

Because you're
the politically
perfect kid to
kill! You're
part Asian
and part Black!

But I don't
have any
American
Indian
in my
ancestry!

Oh, that's all
right! We
white people
have killed
plenty of
them in the
last 150 years!



I owe it to all
the little
children to
do away
with you now!

So that evil
will not
triumph
over good?

No! So that their little
bladders won't explode!
Think about it! This
drivel has been going on
over two hours already!

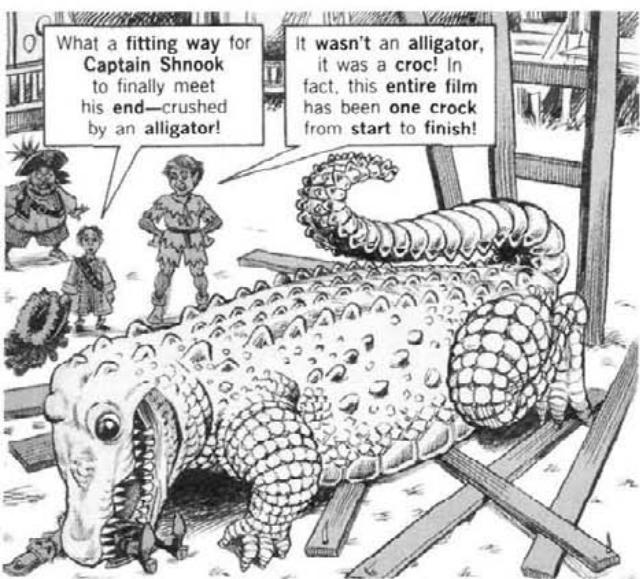


What a fitting way for
Captain Shnook
to finally meet
his end—crushed
by an alligator!

It wasn't an alligator,
it was a croc! In
fact, this entire film
has been one crock
from start to finish!

Always remember,
Peter Ham, if
you ever want
me, I will
be there!

No, ask my agent! I'd gladly
do a sequel for a hefty
percentage of the movie's
gross profits like you and the
Shnookster got for this one!



Goodbye,
Neverland!
I must
return
to London!

Gee, dad, this
is exciting!
It's great going
home like this!

It's not my idea! With
Pan Am, Eastern and the
other airlines going out
of business, it's the
only way to get there!



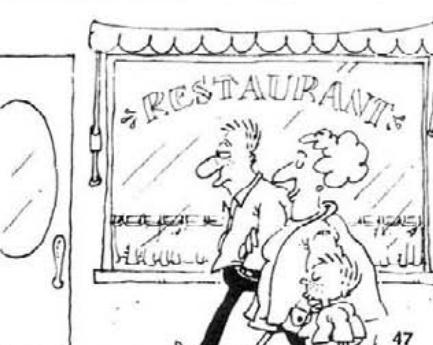
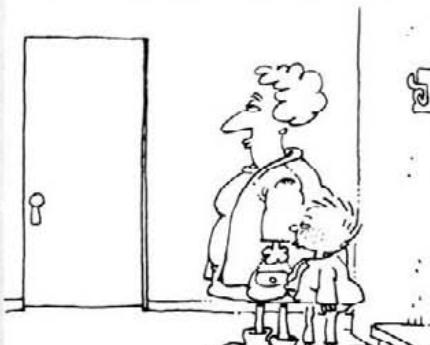
SERGE-IN GENERAL DEPT.

A MAD LOOK AT COOKING

ARTIST AND WRITER: SERGIO ARAGONES









from the desk of William M. Gaines

From: William M. Gaines, Publisher
To: All MAD Staffers

You'll recall the outcry during the World Series when groups protested the Atlanta tomahawk chop as being offensive to Native Americans. It is absolutely vital that MAD be Politically Correct, so that we don't offend any group. Therefore, the following words and terms can no longer be used in the magazine:

MANHOLE - Today there's equality, and all kinds of sexes work in the sewers! From now on, use "personhole"!

HOMOGENIZED - It contains "homo," and "homo" is a no-no!

IN THE BLACK - No way! We've got to say "in the African-American," or we'll get flak from Jesse Jackson or Michael Jackson or Glenda Jackson or some other Jackson!

GODIVA - Any word with "God" in it is offensive to atheists! This kind of stuff could ruin us, for God's sake!

PORK BARREL,
HAMMING IT UP - Will turn off both Jews and Muslims who'll finally have one issue they can agree on and give me a hard time with!

BROAD-MINDED,
BROADCAST, ETC. - Print any word with "broad" in it and you can bet I'll get a ton of bitchy letters from bimbo readers! Then I'll have to hire some bimbo to answer the letters! Please don't put me through this!

FORD TAURUS,
DODGE ARIES - No! No! No! When you give space to two Zodiac signs you're discriminating against the other 10! Geminis and Leos will raise hell! I don't even want to think about what Scorpions would do!

MEDICINE,
DOCTORS,
HOSPITALS - Let words like these get through and we're dead with the Christian Scientists!

DRUG-FREE
SOCIETY - Don't even think about printing it! Makes us look like we're in favor of free drugs! Pharmacists will hate us!

IDIOTS, MORONS,
IMBECILES,
DOLTS, CLODS - DO NOT USE UNDER ANY CIRCUMSTANCES! All are descriptive of MAD's readers and we certainly don't want to alienate them!

WHAT CAN THE U.S.
EXPORT TO INSTANTLY
CRIPPLE THE JAPANESE
AUTO INDUSTRY?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

We desperately need to blunt the Japanese advantage in automobile imports. To find out one excellent way to accomplish this, simply fold in page as shown in diagram.



FOLD PAGE OVER LIKE THIS!



AMENDING CURRENT TRADE POLICIES MAY PROVE INTRICATE BUT IT MUST BE DONE. IT'S OBVIOUS THAT IN MANY CASES UNFAIR COMPETITION IS SERIOUSLY DAMAGING THE U.S. WE MUST HAVE LEADERS WHO IMPLEMENT AIRTIGHT TRADE RULES. PRESSURE FROM FOREIGN HEADS OF GOVERNMENT SHOULD IN NO WAY BE TOLERATED!

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